

THE NATIONAL SECRETARY

OCTOBER
1938

FALL
Issue

Published by
National Association of School Secretaries
SAN ANTONIO BOARD OF EDUCATION BLDG.
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THE NATIONAL SECRETARY

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The National Association of School Secretaries

October
1938

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A Message of Encouragement

JOHN A. SENSON

*Superintendent of Schools, Pasadena, California
President, American Association School Administrators*

THE place of the school secretary in the public school has been growing in importance during the last decade. Where the secretary was at one time employed to take care of routine records and other matters having to do with the mechanical conduct of the school, we now find the secretary holding a responsible position and going far beyond the adjustment of mere mechanical routine. The influence of a good secretary extends to the relations of the school with the public, to the services of the school to children, to the assistance to the teacher by making available for use not only the materials of instruction and the supplies necessary for carrying on classroom activities but, what is more important, a fine interpretation of the needs of children through significant personnel records which have been developed through the services and under the direction of school secretaries.

It seems but a short step now to a time when the school secretary will be as definitely trained for services in the public schools as is the teacher and when the services rendered by the secretary will be recognized as having as important a place in the education of children as the services rendered by any other employees of the school district.

(Continued on Page 11)



To
CAMERON BECK
Our Beloved Counselor and Friend
This Issue of
THE NATIONAL SECRETARY
Is Lovingly Dedicated

A Tribute

NO one person outside our own ranks has demonstrated a deeper interest, a keener sympathy, a more positive guidance, or a more stimulating inspiration toward the plans, struggles and achievements of the National Association of School Secretaries than has our good friend Mr. Cameron Beck, formerly Director of the New York Stock Exchange Institute and now devoting his entire time to lecture and consultant work. During those first trying and often discouraging days of pioneering when a mere handful of forward-looking, professionally-minded individuals were struggling against what appeared to be insurmountable obstacles in their efforts to stimulate a professional consciousness among school clerks and secretaries, it was Mr. Beck who put forth a helping hand in the form of encouragement and guidance. Later, when a sense of pride in our chosen field of endeavor manifested itself to the extent that unification on a national basis became a fact, it was Mr. Beck who cheered us on, furnished constructive suggestions for procedure, and, in his travels about our United States, spread the good news of our organization among prospective associates and caused superintendents and principals to become secretary-minded. Wherever he spoke he came forth with words of praise and commendation that made us feel pleased with our accomplishments, and also caused us to realize that much remains to be done before we reach the point of satisfactory organization. No opportunity has been overlooked by Mr. Beck in presenting the worth of our organization to school secretaries throughout our land and every clerk and secretary contacted count him as one of their valued friends.

In dedicating this issue of the National Secretary to you, Cameron Beck, we pledge ourselves to justify your trust and confidence in us by continuing to strive ever upward to that state of unification through which we can better do our part in serving the noble cause of education.

President's Message

Each year our position increases in responsibility. Each year the opportunity for service broadens. No longer are we filling mere clerical positions calling for a routine type of work.

We must work with earnest endeavor in our particular communities to be classed as school secretaries and not as "clerks." The term "secretary" carries with it a dignity and responsibility which has the psychological effect of making each individual feel she is performing a confidential, responsible service. As you know the term "clerk," as used in business in the broad sense, refers to persons holding positions that demand little training thus involving slight need for responsibility and judgment. A secretaryship in the school system is not comparable with a commercial or industrial secretaryship. It assumes the characteristics of an independent profession. The human element in our work, the daily contact with the children, the constant interview with the public demand not only specialized training but a knowledge on the part of each one of us that we belong to a profession. We must have a sincere interest in the educational welfare of every child and adult in the community, an open mind with respect to the view of all persons, a progressive attitude toward educational practice and above all a loyalty to the schools and the educational interests of the community.

Public schools are undergoing such rapid and widespread development at the present time that the proper management of their changing functions and activities requires the most progressive personnel which it is possible to obtain. The National Association of School Secretaries facilitates progress through the exchange of ideas, the promotion of research looking toward the development of new techniques, and by the establishment of a positive professional morale and a substantial code of ethics and by developing a common

understanding within the profession which lends to a spirit of cooperation not only among our members but between our members and their respective school systems.

Since the organization of our National Association in 1931 local and state associations have been organized in all sections of the country. I cannot urge you too strongly to support these associations not only by membership but by contributions of service. These are your professional organizations. Their growth depends on YOU and the growth of YOUR position depends upon the progress of these associations.

LOUISE H. HENDERSON

A REAL ANNOUNCEMENT

A well deserved honor has been conferred upon one of our group as a recognition of her ability and long record of efficient service as a secretary in the public schools of Washington, D. C.

Mrs. Elsie Z. Watkins was promoted to the position of Secretary to the Board of Education of the District of Columbia on July 1, 1938. For many years she officiated as the responsible stenographer recording the deliberations and discussions of the Board at its regular meetings. The ability and efficient service of Mrs. Watkins have been recognized by the members of the Board of Education in promoting her to this important position. It is a matter of some note that this is the first time a woman has ever been appointed to fill this position.

Those members attending the Eastern States Convention held in Atlantic City, New Jersey, in February 1938, will recall that Mrs. Watkins was present at this meeting, entering into all of the activities with enthusiasm and interest. Our congratulations and best wishes go to Elsie Watkins.

M. ALVINA CARROLL
Washington, D. C.

Appointments for 1938-1939

Membership	Faye Bloomquist, Board of Education, Los Angeles, California
Publicity	Alvina Carroll, Board of Education, Washington, D. C.
Advertising	Margaret Kieran, Board of Education, Salem, New Jersey
Transportation	Helen Dean, Edison Boys High School, Portland, Oregon
Research	Bettye Wells, Board of Education, Los Angeles, California
Finance	Helene Maulick, Board of Education, Atlantic City, New Jersey
Extension Service	Thelma Clarke, Horace Mann Jr. High School, Lakewood Ohio
Delegate	Ethel Spencer, Board of Education, Detroit, Michigan
Election	Chairman to be appointed
Affiliation of State Associations	Virginia Halsey, Board of Education, Montclair, New Jersey
Editor	Mina Burnett, Board of Education, San Antonio, Texas

Service and Fellowship

One aim of our organization should be to inspire its members with a desire to grow in their individual capacities for service. A further aim should be to stimulate the membership to be socially conscious and socially active. From such a group as ours the communities will naturally choose their leaders when there is important work to be done or places involving leadership to be filled. By working together we can achieve results that far surpass what would be the sum total of a number of individuals working singly. After all, there is nothing more enheartening to the spirit, more enriching to the mind than for people to work together in the advancement of a good cause. Each member can be of real service to our association by securing at least one advertisement for THE NATIONAL SECRETARY. Advertising has financed the printing and distribution of our magazine **for all of us** and, since it is **for all of us**, we should cooperate with the advertising. Let's each of us give our Advertising Manager, Margaret V. Kieran, a big helping hand!

Our local, state, and national organizations increase the opportunity for personal acquaintanceship and the de-

velopment of friendships. There is something about the good cheer of meetings, the working together on common objectives, and the thoughtfulness of others which promotes in a most remarkable way that rarest of human qualities, friendliness. Where could we find a more striking opportunity or illustration of the effectiveness of fellowship than that which is afforded by our secretarial association? Here we are school secretaries from the four corners of the United States drawn together by a common purpose, the desire to promote friendliness with our fellowworkers over the Nation, even though in many cases we only have an acquaintance via "Uncle Sam." Hereafter, let us think of each other in terms of real personalities, no, even better, in terms of personal friends—friends with common hopes, all united in a Nationwide effort to render better service to our schools and our communities. It is my hope that, as each member reads my message, she will say, "My organization is going to do something and I am going to help." **HERE IS ONE THING WE CAN ALL DO (and it is the way to have a successful organization) KEEP ON KEEPING ON!**

THE EDITOR



Mayor Fiorella LaGuardia of New York City and our National President, Miss Louise Henderson of Philadelphia, at the luncheon meeting of our association in New York last June.

HIGHLIGHTS OF THE NEW YORK CONVENTION

Press headlines on the National Convention in New York would probably have read SECRETARIES SCORE ANOTHER TRIUMPH—and well they might for it was a notable success.

The major event was, of course, the luncheon meeting which hit an all-time high. One of our most distinguished guests was His Honor Mayor Fiorella LaGuardia who not only brought gracious and official greetings but endeared himself to us in his friendly, informal talk on the subject of secretaries, their opportunities and responsibilities. He concluded with the reminder that secretarial service is excellent training for other careers, adding, "I married my secretary." The mayor's educational secretary, Miss Millicent Baum, a former principal, who, by the way, works without pay, sat near by nodding proud confirmation to all

his remarks until, even as you and I, she found it necessary to remind him that he must leave that pleasant company to keep other engagements. Associate Superintendent Jacob Greenberg extended a warm welcome in behalf of New York City Schools. Dr. John A. Sexson, President of the American Association of School Administrators, extended a greeting of encouragement. He invited us to meet in conjunction with the superintendents at their annual meeting in Cleveland next February. Dr. Willis A. Sutton, Superintendent of Schools, Atlanta, Georgia, very kindly consented to substitute for Dr. Sidney B. Hall, Superintendent of Instruction, Virginia who was called home to sign a bond issue for his state. Dr. Sutton's genial personality and his repertoire of stories have won him a place in the hearts of all who know him. Florence Hale, Editor of the Nation's Schools and Past President of the National Education Association, delivered a very forceful message with just the proper blending of earnestness and humor. The speaker of the day was the brilliant young playwright, Clifford Goldsmith, author of "What a Life," one of the most successful comedies current on Broadway. Mr. Goldsmith, as you may guess, proved to be not only a playwright but something of a psychologist with a profound understanding of human nature and especially of youth. Mr. Goldsmith, in a human-interest story which proved to be autobiographical, impressed upon the secretaries the tremendous influence which they might exert upon the lives of the boys and girls with whom they daily come in contact. But for the kindly interest and encouragement of one in such a position, Clifford Goldsmith, the "scholastic failure," might have continued a failure throughout life instead of becoming a successful playwright. How many adults are not unlike Mr. Goldsmith's pet duck, Ella, obstinately setting on a nest of gladiola bulbs because no one took the trouble to help her find her niche?

We all came away from the luncheon determined there would be no life failures charged to us because of a lack of encouragement and we carried with us very tangible reminders of that pleasant meeting in the shape of attractive leather key containers, presented by the New York Teacher-Clerks. As we were leaving, one well-known publisher confided that he always selected his best representatives to attend the secretaries' luncheon, saying, "It's sure to be worth while."

The round-table discussion on "What Constitutes the Professional Attitude of a School Secretary?" created so much interest and was so well attended that there was "standing room only." It was a splendid meeting with a most appreciative audience. Excellent papers were presented by several of our members from different sections of the country: Estelle Leatherman, Maryland, Anne Buckman, New York, Mina Burnett, San Antonio, and Alma Clement, Michigan. Dr. John Waldon, a Philadelphia principal, was unable to be present. He sent a very helpful paper dealing with the Reception of visitors to the office. Dr. Carl Aretz, Philadelphia district superintendent, gave an administrator's conception of the "professional attitude," supplementing, he said, the notes which his secretary had made for him when he asked her what he should say on the subject. Mala Rubenstein, director of Helene Rubenstein's New York Salon, discussed appropriate make-up, emphasizing the need for subtlety and discretion in its application; and Renee Long, personality lecturer of Franklin Simon Company, displayed an attractive wardrobe adapted to the secretarial purse and offered helpful suggestions on how to be the well-dressed secretary.

The meeting for state chairmen, local presidents, and interested members and the business meeting were sources of inspiration. The intelligent approach to mutual problems and their solution, the interchange of ideas, the consideration of possible improvements in the administration of our association, the plans

for furthering our program, and the enthusiastic participation of the delegates in these deliberations were both enlightening and stimulating.

The outstanding social events included a delightful tea given by the New York secretaries; a sight-seeing trip to lower Manhattan and the Stock Exchange, terminating with an informal luncheon in Greenwich Village; a visit to the delux French liner "Normandie," where we were completely disillusioned to find that instead of sending forth smoke the huge central stack housed a very adequate kennel in its base; and visits to the broadcasting studios to witness popular programs.

The local committee overlooked nothing in arranging for the comfort and pleasure of their guests. Miss Ann Buckman, the general chairman, and all of her co-workers are certainly to be commended. We have learned that hospitality has no geographical boundaries and the New York secretaries will long be remembered for their cordial reception and friendly hospitality. We wish to express our sincere appreciation not only to the New York Association but to our national officers and to all whose efforts provide these opportunities for enriching experiences and greater professional growth.

ALMA M. CLEMENT, President,
Detroit Ass'n. of School Secretaries.

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ROUND TABLE DISCUSSION PAPERS AVAILABLE

At the request of many of our members, the papers presented at the Round Table Discussion at the New York Convention were mimeographed and are on sale for \$2.25 a copy which covers the cost of materials and postage. These papers have been ready for distribution since September 15. If you desire a copy please send the twenty-five cents to Miss Eunice Bounds, Board of Education, Wilmington, Delaware. If you are one of those who paid for a copy at the New York convention and have not yet received it, please notify Miss Bounds immediately.

MEMBERSHIP

As a result of much well organized activity, your National Association has made great strides in advancing the position of the school secretary throughout the United States. However, the recognition that has been given to our group could never have been attained without first having a large active membership. The larger our membership, the more power the group will have in working for our benefit and the recruiting of new members for any organization is a task that requires the full cooperation of every person already an active member. Will you join a committee to help us hit a membership mark of three thousand? With **you** serving on the committee at large and cooperating with your state membership chairman, who in turn will be assisted by a central committee of eight, we will have no difficulty at all in reaching this goal.

To carry on the fine work of your former membership chairman, Mrs. Belle Kuchny, we need more than your full cooperation we need your enthusiasm, your confidence, and a zealous desire on your part to encourage others to join. Will you personally be responsible for ONE NEW MEMBER this year? If you will, three thousand school secretaries will have manifested a desire to promote real professional growth in our niche of the educational field.

A new membership plan is being inaugurated this year and we are asking you to send dues to your State Membership Chairman. A list of chairmen was enclosed with every renewal letter. If you desire additional copies, please write me. Where there is no membership chairman, memberships are to be sent directly to our Treasurer, Mrs. Alice Teegarden, Stivers High School, Dayton, Ohio.

REMEMBER, we need **you** to secure ONE NEW MEMBER!

Faye Bloomquist
Membership Chairman
838 Chamber of Commerce Bldg.
Los Angeles, California



WHAT A FOOL I WAS! ... NOT TO READ INCOME-PROTECTION ADVERTISING

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\$25.00 weekly for accident which totally disables you;

\$10.00 per week if it is partially disabling.

\$25.00 weekly for the full period of personal quarantine.

The above benefits are based upon annual dues of \$30.00 plus a first year's membership fee of \$3.00. Educators Mutual offers you proportional benefits for annual dues of \$15.00 and first year's membership fee of \$3.00.

Be wise. Guard your most valuable possession—your income. Send this coupon today.

"A stenographer error mistakenly gave this figure as 32 weeks in our April advertisement. Only accident benefits are paid for 32 weeks."

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LANCASTER, PA.

ALERT AND ALIVE

All thru the ages progressive people have been organizing to move in groups toward various objectives. Whenever we find sound group association progressing effectively toward an objective we find authorities and duties must be delegated to certain individuals who will feel their responsibilities for executing the duties assigned.

The general structural pattern of our association—the organization principles under which we operate—the general objectives we seek to attain are all worthy of OUR BEST EFFORTS. The extent to which our professional association can ACT FOR US depends on the extent to which it actually represents US. If we are to MARCH FORWARD WITH EDUCATION we must each participate in the development of an INFORMED MEMBERSHIP OF SUFFICIENT PROPORTIONS TO EVENTUALLY SUPPORT EXECUTIVE OFFICES under capable management sponsoring a program in the best interest of ALL SCHOOL SECRETARIES.

Collectively we can aim to build much higher on the foundation already firmly placed by the ones who displayed the initiative to BEGIN. We need the co-operation and concerted action of ALL MEMBERS in the development of FAITH IN OUR OWN POTENTIALITIES. The ones appointed to combine their efforts are happy to possess the OPPORTUNITY TO SHARE IN THE LABOR INVOLVED IN EXTENSION OF MEMBERSHIP in a professional association spreading a fine influence in the interest of education.

It is my assignment to devote my efforts to EXTENSION OF MEMBERSHIP in our association. Not committed to a definite program, but working as rapidly as possible toward completion of the aim to appoint a STATE CHAIRMAN FOR EVERY STATE, I have distributed letters to school administrators in the eleven states where there is no chairman working in our interest. From

time to time during the year I shall send to each State Chairman additional material designed to assist her in development of AN INFORMED MEMBERSHIP.

School secretaries are possessed of fine qualities of dependability and resourcefulness which we must utilize in the effort to CREATE ENTHUSIASM in the minds of all eligible to join our association. There are 1,500 of us UNITED IN PURPOSE—there are over 15,000 secretaries employed in educational offices in the United States. We have a large area to cover, but OUR CAMPAIGN REACH CAN BE AS NATION-WIDE AS THE PUBLIC SCHOOLS WE SERVE. Since we are UNITED IN OUR HIGH IDEALS, let us each pledge ourselves to ACTIVITY so we may be constructive members working toward fulfillment of the high aims of THE NATIONAL ASSOCIATION OF SCHOOL SECRETARIES.

THELMA H. CLARKE.

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MILES C. HOLDEN, President

SPRINGFIELD, MASS.

CLEVELAND

*Where the Company of Travel
Counts for February 25-26*

Our Association is meeting at the time of the Convention of the American Association of School Administrators. Our meetings are planned for the opening days of the Convention—Saturday and Sunday. It will not be necessary for you to lose time from your school duties to attend.

Headquarters—Statler Hotel—accommodation for 80 secretaries have been reserved. Make your reservation immediately if you plan to meet with us.

Tentative Program

Saturday

Morning Business meeting.

Noon Informal Luncheon accompanied by a fashion show.

Afternoon Sightseeing.

Evening Reception given by our Association to Superintendents and other school administrators.

Sunday

9:30 Informal breakfast.

1:00 Formal Luncheon. Speakers of national fame will address this meeting.

If you could hear the whisperings and plannings of the Ohio secretaries you would be sure this convention is going to be clever and unique in every detail. It is a GREAT LAKES CONVENTION with all the atmosphere of a real cruise. Remember ALL ABOARD—February 25 and 26.

—g—

ADVERTISING

The advertising campaign of the National Association of School Secretaries was highly successful last year through the alertness of the Officers, Members of the Executive Committee, State Chairmen and individual members of the Association in contacting companies marketing merchandise which had a

direct appeal to the school secretaries of the country. These contacts culminated in sufficient advertisements to finance the printing and distribution of the NATIONAL SECRETARY. The NATIONAL SECRETARY is the STAFF OF LIFE in the Association, because it travels to remote and distant parts of the country encouraging, stimulating and informing all members of the improved status and merited recognition enjoyed by secretaries since our organization meeting in Washington, D. C., June 1934.

A CHALLENGE TO THE SECRETARIES—Let's always show our appreciation to the advertisers and their representatives. "FROM LITTLE ACORNS MIGHTY OAK TREES GROW." Our advertisements are often the answer to your little act of courtesy or a service rendered.

A CHALLENGE TO THE ADVERTISERS—Then, too, history repeats itself, which reminds me, lest you forget, that there are two more issues of the NATIONAL SECRETARY for this year, January and April. Advertising rates per issue are:

1. An entire page, outside back cover, $4\frac{7}{8}'' \times 7\frac{3}{4}''$	\$30.00
2. An entire page, $4\frac{7}{8}'' \times 5\frac{1}{4}''$	\$30.00
3. A half page, $4\frac{7}{8}'' \times 3\frac{3}{4}''$	\$15.00
4. A quarter page, $2\frac{5}{8}'' \times 3\frac{3}{4}''$	\$10.00
5. A reduction of \$2.50 on ads run for the January and April issues if placed at this time.	
6. Two entire pages, middle page of publication, $9\frac{3}{4}'' \times 7\frac{3}{4}''$	\$50.00

It is a real pleasure to serve the secretaries and advertisers thru the medium of the NATIONAL SECRETARY.

Please let me hear from you.

MARGARET V. KERNAN
Vice-President and Advertising
Manager, National Secretary
Board of Education
Salem, New Jersey

A Message of Encouragement

(Continued from Page 1)

The modernization of the educational program has taken the principal out of the office and left upon the shoulders of the secretary large responsibilities and important duties which were formerly attended to by the principal. This situation has built for the secretary an important and responsible position in the school. That secretaries are recognizing the increased importance of their services and of the position which they hold is evidenced by the improvement in the training and education of the secretarial personnel. Where we were accustomed at one time to employ with little training, we are now seeking and securing persons in many cases with college education and training equal or superior to that possessed by teachers. All that remains to make the place of the secretary secure is to define the

type and kind of training which is most serviceable to persons fitting themselves for secretarial work; to gradually permit those now in service to fit themselves for those duties which the school secretary's responsibilities entail; and for those who employ school personnel to fill vacancies in the future with persons adequately trained; and, at the same time, increase the compensation of school secretaries to a point where they are paid somewhat in proportion to the value of the services which they render in the education of children.

The National Association of School Secretaries is hastening the day when better conditions of employment, better remuneration, and more adequate recognition will be accorded to those who serve acceptably in the important position of school secretary.

J U S T P U B L I S H E D

A new—and in many respects novel—textbook in American history for junior high schools, in the fine tradition of *STORY OF NATIONS* by Rogers, Adams, and Brown and *STORY OF AMERICA* by Ralph V. Harlow.

STORY OF OUR LAND AND PEOPLE

By Glenn W. Moon, Stamford, Connecticut

Eighteen full-page maps in four riotous colors—the kind of maps which boys and girls like. Abundant black-and-white maps and charts and pictures.

A narrative prose style that makes pleasure-reading out of work-reading.

HENRY HOLT AND COMPANY, Inc.

NEW YORK CHICAGO ATLANTA DALLAS SAN FRANCISCO

THIS MEETING WILL NOT BE HELD - MINA BURNETT -

Southern States Meeting

School secretaries from twenty Southern States will convene in Cosmopolitan Dallas, Texas, November 25 and 26, at the time of the Texas State Teachers Association meeting, to further the ideal of service advanced by the National Association of School Secretaries.

Not only the Dallas secretaries but all Texas secretaries promise hospitable entertainment of the finest kind to supplement the business sessions of the convention.

Registration will be held Friday morning at 9 o'clock in the lobby of our Headquarters Hotel, The Adolphus, at which hotel all functions will be held. Your room reservations should be mailed immediately to Mr. D. W. Carlton, Sales Manager, The Adolphus Hotel.

An interesting program has been arranged with Mr. Thomas B. Portwood, Assistant Superintendent of Schools, San Antonio, Texas, as the main speaker at the Luncheon Meeting in the Palm Garden on Friday, November 25. Other speakers at the luncheon meeting will be Mr. P. E. Dickison, Texas State Representative, who will talk on the bill he is going to introduce for us at the next session of the Legislature to place a course for school secretaries in all Texas State Schools and Colleges. Greetings will be extended by the Mayor of Dallas and representatives of the Dallas Board of Education, Texas State Teachers Association, Texas Classroom Teachers Association and the Dallas School Secretaries. A response to these messages of welcome will be given by Mrs. Zola Burnett, President of the Oklahoma School Secretaries Association, in behalf of the twenty states convening.

On Saturday, November 26, a breakfast followed by a Round Table Discussion of topics of interest to school sec-

retaries will be held in the Roof Garden.

The Texas Luncheon is scheduled for twelve o'clock, Saturday, November 26, in the Palm Garden, followed by a short business session when officers for the coming year will be elected. Other states desiring State luncheons or breakfasts should write directly to Mr. D. W. Carlton, Adolphus Hotel, for reservations.

A block of tickets will be reserved for our group for the SMU-TCU football game on Saturday afternoon.

The GRAND FINALE of our convention will be a Dinner-Dance Saturday evening in the Roof Garden.

Full particulars of the meeting will be mailed members in these states at an early date.

— 6 —

OUR WAY OF SAYING WELCOME

To a golfer the "nineteenth hole" is a highspot in the game. To School Secretaries this meeting may mean a new evening dress—a bit of new ideas for bettering yourself in your position—a stage show, a symphony concert—or simply an old-fashioned "gab-fest" over the coffee cups—these are the things which make conventions!

Plan now to spend your Thanksgiving Holidays in Dallas—you owe this to yourself—a **welcome change!**

MINA BURNETT
Presiding Chairman

— 6 —

ANNOUNCEMENT

Alene Johnson, secretary to the Director of Cafeterias, San Antonio Board of Education, will be Business Manager of the National Secretary this year. Alene has given generously of her time in faithful service to our association since 1934 and we are fortunate indeed to have her accept this added responsibility.

Guideposts on the Road To Success

Accuracy: Correct, exact, precise in all things.

Adaptability: Learn new processes quickly; think clearly, fit in.

Alertness: Be constantly busy doing effective work.

Ambition: Be willing to do more than your share, more than you are paid to do.

Attitude: Be cheerful, friendly, helpful, cooperative; never irritated by small things.

Capacity: cheerfully take on more work and greater responsibility.

Character: Scrupulous in obligations, faithful in service, honest in all things.

Concentration: Focus all your mental forces to solve a problem.

Conduct: Be serious minded. Business is business.

Constructiveness: Build good will, good habits, good character.

Courtesy: Be courteous to all, considerate to those below you.

Determination: Firm, resolute and persistent.

Education: Education is the measure of ambition.

Health: Health is wealth, for it enables you to work with a will.

Initiative: The self-starter requires little expensive supervision.

Judgment: Plan ahead; anticipate future needs, save money, gain knowledge.

Loyalty: Be faithful to the best interests of your firm and your superiors.

Good Memory: "I forgot" covers a multitude of faults.

Optimism: Optimism draws opportunity as the pole draws the compass needle.

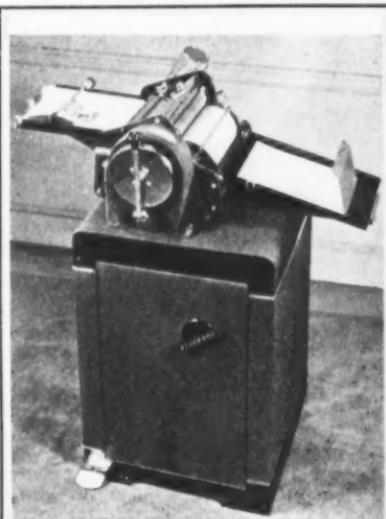
Organizing Ability: The plan is the framework around which all else is built.

Perseverance: If you don't see a way through, find or make one.

Personal Appearance: Your personal appearance is your own estimate of yourself. Be well dressed, but not over-dressed.

(Continued on Page 15)

October, 1938



Simplified Automatic Feed Now Available On New Standard Master Model Fluid Process Duplicator!

The New Standard Simplified Automatic Feed for Master Model guarantees sure feeding of copies **in exact registration**. Patented stripper head allows just one sheet to feed at a time. Feeding assembly works on positive knee-action principle.

The new Master Model Standard Fluid Process Duplicator is equipped with economy fluid reservoir, needle bearings, feed tray with spring fittings, chromium plated metal parts, black fluid-resisting finish. Sound-proofed Supply Cabinet and Standard Simplified Automatic Feed are optional equipment.

Write for full information.

Duplicating Machines Division

Standard Mailing Machines Co.

Everett, Massachusetts

State Chairmen for 1938-1939

Please read this list carefully and see if your state has a chairman. Several names have been added since we sent the list to you together with your renewal letter. If your State is without a chairman will you volunteer to serve in this capacity? Please communicate with Louise H. Henderson, Candy School, Philadelphia.

Arizona

Miss Grace Holt
Secretary to Supt.,
Phoenix, Arizona

Arkansas

Miss Ethelyn Brooks
Board of Education,
Fort Smith, Arkansas

California

Mrs. Dorothy Silance
Board of Education,
Los Angeles, California

Colorado

Miss Fern Bloom
East High School
Denver, Colorado

Delaware

Mrs. Florence Lane
New Castle, Delaware

District of Columbia

Miss Jane Luchs
Central High School,
Washington, D. C.

Florida

Miss Selma Ridder
Board of Education,
Tampa, Florida

Georgia

Miss Mildred Hutcheson
Atlanta Opportunity Sch.,
Atlanta, Georgia

Indiana

Miss Fern Mitchell
Board of Education
Muncie, Indiana

Kansas

Miss Grace Jacobs
Great Bend Public School,
Great Bend, Kansas

Louisiana

Mrs. Adele Gordon
Board of Education,
New Orleans, Louisiana

Maine

Miss Carrie R. Stahl
Board of Education,
Portland, Maine

Maryland

Mrs. Estelle Leatherman
Board of Education,
Frederick, Maryland

Massachusetts

Miriam Summers
Greenfield High School,
Greenfield, Mass.

Michigan

Miss Alma Clement
Board of Education,
Detroit, Michigan

Minnesota

Miss Marion Hankey
Board of Education,
Minneapolis, Minnesota

New Hampshire

Miss M. Elizabeth Onge
Board of Education
Nashua, New Hampshire

New Jersey

Miss Margaret Kieran
Board of Education,
Salem, New Jersey

New Mexico

Miss Loraine Simmons
Board of Education
Silver City, New Mexico

North Dakota

Miss Laura Warner
Agri. Training School
Park River, North Dakota

Ohio

Mrs. Thelma Clarke
Horace Mann Jr. H. Sch.
Lakewood, Ohio

Oklahoma

Mrs. Zola Burnett
Guymon High School
Guymon, Oklahoma

Oregon

Miss Catherine Boon
Board of Education
Portland, Oregon

Pennsylvania

Miss Elsie Kimes
Muhly School,
Philadelphia, Penn.

South Dakota

Miss Luella D. Vandusen
Board of Education,
Rapid City, South Dakota

Tennessee

Mrs. Ann Ross
Board of Education,
Chattanooga, Tennessee

Texas

Mrs. Alene Norris
Irving Jr. High School
San Antonio, Texas

Vermont

Miss Harriette M. Wheeler
Burlington High School
Burlington, Vermont

Virginia

Miss Constance King
John Marshall High Sch.
Board of Education,
Richmond, Virginia

Wisconsin

Miss Betty Zimmerman
Steuben Jr. High School
Board of Education,
Milwaukee, Wisconsin

Illinois

Miss Charlotte Meyer
Maine Township High
Desplaines, Illinois

New York

Miss Anne Buckman
Public School 190,
Brooklyn, New York

(Continued from Page 13)

Individuality—Individuality which sets you apart from the crowd. It can be developed.

Punctuality—Promptness in progress to word, promotion.

Reliability—Confidence is the foundation of every business transaction.

Self Confidence—Be confident, self-reliant but not conceited.

Sense of Humor—If you can take a joke as well as play one, you'll avoid many bad breaks.

Speed—Turn out accurate work rapidly.

Studiousness—Education is the measure of education, but not all education is learned in school.

Sustained Thought—Think a thing through before you talk it. Be orderly and methodical.

Thrift—No matter how little you make, save something.

Speaking Voice—Your voice mirrors your personality.

Willfulness to Adapt—Everybody gets out of step except you!

Efficiency—All the above qualities crystallize into Efficiency.

Personality

Personality is the outward expression of all the inward qualities of an individual.

All the accumulated traits of one's ancestry, affected by that person's own mental, physical, and spiritual qualifications, constitute that person's personality.

There are as many types of personality as there are souls to possess them. A jovial disposition, warm companion, faithful friend, radiating enthusiasm and interest in all that makes for a full and honorable life, is the one blessed with the highest type of personality.

Do your best to improve yourself under all circumstances.

TOM McCRARY

San Antonio Rotary Club

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650 BROADWAY

Newark, New Jersey



Our Floor Brushes are cement set and pegged, and are therefore guaranteed that you may use them in oily and damp places as well as keep them near a radiator or other warm place and the bristle will not fall out.

Samples will be submitted upon request. When requesting samples, please state within what price range you are interested, and how long the bristle should extend from the block.

RALPH L. GORKER

1308 N. WESTERN AVENUE
CHICAGO, ILLINOIS

**A GLIMPSE INTO THE FUTURE
SAN FRANCISCO, JUNE 1939**

San Francisco, the place of the next annual convention of our Association held in connection with the meeting of the National Education Association, extends you an invitation to enjoy the beauties of the West.

This city built on seven hills at the entrance to the golden gate is fascinating to the traveler. Its climate where it is not uncommon to see fur coats in July, its structural beauty with its steep streets with cable cars, its Chinatown which is a complete city in itself, its famous shops and its fishermen's wharves where delicious seafood of all kinds is served make a wonderful setting for the world's fair which takes place during the summer of '39.

Start budgeting so that you can join our special train to the coast. Full details of our proposed trip will be mailed

to you. Just picture the fun of traveling together and the benefit to be derived by exchanging ideals and discussing our problems.

An interesting program for the Convention is now being prepared. Following our San Francisco meetings we shall journey together to Los Angeles where the secretaries in these sections will have an exciting two days planned for us.

Stand by for further announcement.

Start saving immediately.

**I KNOW SOMETHING GOOD
ABOUT YOU**

Wouldn't this old world be better
If the folks we met would say

I know something good about you!
And treat us just that way!

Wouldn't it be fine and dandy
If each handclasp fond and true
Carried with it this assurance—

I know something good about you!

Wouldn't life be lots more happy
If the good that's in us all
Were the only thing about us
That folks bothered to recall!

Wouldn't life be lots more happy
If we praised the good we see?
For there's such a lot of goodness
In the worst of you and me!

Wouldn't it be nice to practice
That fine way of thinking too?
You know something good about me
I know something good about you!

—Anonymous

The reason courtesy is so efficient
is because it produces such big results
at so little expense.

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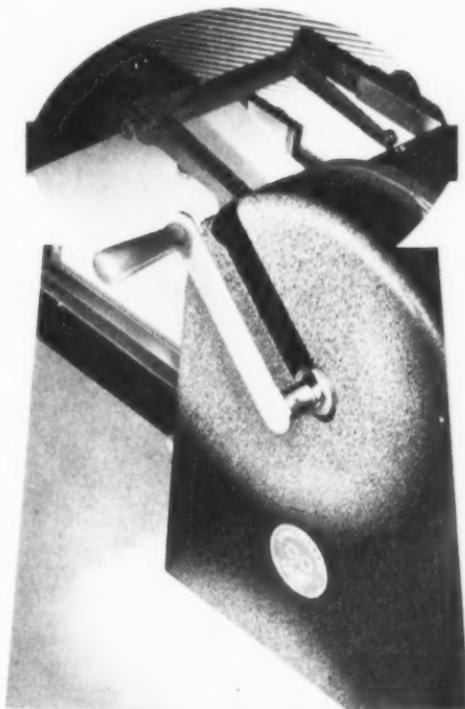
**AMERICAN LEAD
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Hoboken, New Jersey

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THAT'S WAITING
FOR IT



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adds a new low-priced model to its line..The Smaller School has needed it-has wanted it..We've built it..Available at once!..Phone the dealer or write to us

The clean, simple method of duplication—The Mimeograph Process—is now available to additional thousands of smaller schools. The new low-priced Mimeograph, Model 90, with Mimeograph Stencil Sheets and Mimeograph Ink, makes it easy for any school to get out lesson sheets, outline maps, bulletins, and other modern teaching helps and school forms—economically, simply... Makes possible a school paper or Year Book. Also a new low-priced Mimeoscope to go with this new machine.

Mimeograph Machine—new low-priced, full-size
Mimeograph 90

Mimeograph Stencil Sheet which carries your message

Mimeograph Ink which completes the process
October, 1938

***MIMEOGRAPH**
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Publicity

September—the dawn of a tomorrow for our association!

June—our successful convention in the Big City still a happy memory. The afternoon of June twenty-eight—the luncheon meeting at the Pennsylvania Hotel. Over two hundred secretaries representing many of the States are present. Dr. John A. Saxon, Dr. Willis A. Sutton, Miss Florence Hale and Mr. Clifford Goldsmith, playwright, are among those present at the speakers table. Mayor La Guardia arrives to extend greetings. Representatives from all of the daily papers have preceded him. Cameras start clicking. Another milestone gained for publicity. At no other meeting held by the National Association of School Secretaries has an account of the program and events scheduled been so completely covered by the press. A challenge to the chairman and her co-workers to arouse greater interest in local units to seek and carry publicity about the activities of the National Association. If you can contact an editor of a local paper or educational magazine exercise your best salesmanship efforts!

Elsewhere in the National Secretary appear the names of those members

who have kindly consented to assist the Chairman in carrying on the work attached to this vital assignment.

To the editor, not only of the daily press in the Convention City, but to those in the Capital City carrying news of this annual convention, we extend our grateful thanks and appreciation.

M. ALAVINA CARROLL,
Chairman, Publicity Committee

— — — — —

A BUSINESS DAY

(As outlined by the secretary over the telephone)

A. M.

"He hasn't come in yet."

"I expect him in any minute."

"He just sent word he'd be a little late."

"He's been in, but he went out again."

"He's gone to lunch."

P. M.

"I expect him in any minute."

"He hasn't come back yet. Can I take a message?"

"He's somewhere in the building. His hat is here."

"Yes, he was in, but he went out again."

"I don't know whether he'll be back or not."

"No, he's gone for the day."

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With this crowning achievement of the typewriter leader of the world Underwood continues to lead the field. It is another reason why there are more Underwoods in the schools of America than all other makes combined.

Typewriter Division
**UNDERWOOD ELLIOTT
FISHER COMPANY**

One Park Avenue New York

WORLD'S LARGEST MANUFACTURER OF TYPEWRITERS

Listening In

Dear members of the National Association of School Secretaries:

It is with a feeling of justifiable pride that we enter upon the fifth year of our existence. Pride that we have accomplished what we have in this short span of years, and pride in belonging to an organization which we feel has a future full of promise and achievement.

I am sure that I voice the sentiment of all our members when I say that the credit for past accomplishments goes in great measure to our president, Louise Henderson. It is through her untiring efforts and unselfish service that we can look back and feel that our organization has been built on solid foundations and that it has been her wise guidance that has brought us thus far. We shall always owe her a debt of gratitude.

And now for news from "coast to coast." It is quite scarce in the summer when very few meetings are held and when members are scattered far and wide. We want to hear from all of you and hope when you read this, that you will sit right down and send to your editor any and every interesting bit of news about individual members and about local organizations all over the country. Let's make our winter number just full of the items of interest which everyone wants to hear. Just send them to Florence R. Stubbs, Secretary North High School, Denver, Colorado.

LOS ANGELES, CALIFORNIA

The Secretarial Association of the Los Angeles City Schools held a dinner meeting on June 7, at the Student Union Building of the Junior College. Dr. Dexter, State Superintendent of Public Instruction was the guest speaker and superintendents of the adjacent school districts and members of the Board of Education and Administrative Staff were invited. The clerks at the Junior College were the hostesses for the even-

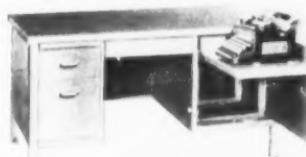
ing and Dr. Ingalls was the host. The activities of the year were briefly reviewed and the new officers installed. The membership in this fine and growing group has now reached 390 and we congratulate them on this fine showing.

On the afternoon of June 11, a committee made up of members of the National Association of School Secretaries sponsored a card party which was given at the home of Ruth Porter, 3513 Knoll Crest in Viewpark. The object was to raise money to help their national officer, Mrs. Belle Kuehny, meet the expenses of a trip to the N. E. A. convention. We are sure that it was a very successful party.

The Administrative Group and the Secretarial Association also sponsored an evening at the Gateway Players on Wednesday, May 25. The play was "The Shadow that Passes."

SECRETARY EFFICIENCY

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for Secretaries provides unusual comfort and ample space for all important records at your fingertips. All edges are rounded. There are no center legs to interfere with foot freedom. Backs are enclosed. Type writer rests to working position with minimum effort. Top free at all times for other work.

YAWMAN AND ERBE MFG. CO.
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There is an agent or branch office near you

DENVER COLORADO

The Clerks and Secretaries Association of the Denver Public Schools held their Fourth Annual Picnic on Thursday, June 16, 1938, on Genessee Mountain near Denver. This is always an informal get-together which takes place soon after the close of school and is much enjoyed by those who attend. Denver is so fortunately situated in having the beautiful Mountain Parks near enough so that in a few minutes time after the day's work is over, one can be in the midst of the most inspiring and restful surroundings and forget all about the trials and troubles of the day.

The month of September was an unusually busy one, not only because of the confusion incident to the beginning of the school year, but because an election was held on Sept. 29, to vote on whether or not Denver should take advantage of a PWA project in a school building program. Unfortunately it did not carry, but the work in connection with it had to be done just the same and all the school people were kept busy.

We have also been giving consideration to an insurance program for our group, but do not know yet whether or not there will be enough interested to adopt it.

The annual fall meeting will be a dinner meeting to be held sometime in November but plans are still in a formative state.

WASHINGTON, D. C.

On June 9th, the Clerical Assistants' Association of Washington, D. C. held its final meeting of the year at the Kenwood Country Club. This was truly a gala occasion. Our superintendent of schools with his assistants and their wives were present as our guests in honor of Assistant Superintendent Harvey A. Smith who left the Washington school system on July 1st, to become the superintendent of schools in Lancaster, Pa.

We announced our new officers for

the years 1938-40; we adopted a constitution for our association which included a new name for the group; we made farewell speeches; we entertained the guests.

High lights of the evening were: Corsage for each lady graciously presented by the newly elected president, Ann Ubhoff.

Address by Dr. Smith which was very complimentary to the Association.

A Gay Nineties Revue (song and dance number in appropriate costume)—a riot.

Skit—"The Vicissitudes of Being in Charge of a Dinner for School Secretaries." (If you have ever been in such a position you can imagine the text of the skit. It went over big.)

So with much merriment and festivity we closed a successful year.

Our congratulations and best wishes are extended to one of our Washington, D. C. members—Ruth DeWitt Stuart, who was married to Mr. Everett Reynolds Rosenberg on Monday evening, the third of October at the Second Baptist Church.

CLEVELAND, OHIO

The Cleveland School Clerks' Federation is sponsor to a most worthy cause—namely The Shoe Fund. In 1933 they held the first Welfare Drive for a shoe fund for needy pupils and since that time have continued the drive for this needy cause. Through the cooperation of school clerks, principals, teachers, Board of Education employees, and P. T. A. presidents in various schools, these drives have been very successful and have provided many pupils in the schools with shoes and clothing. The drive for this year ended on May 20, 1938, and the funds were put aside to provide shoes and clothing for pupils who are unable to enter school at the opening of the year due to lack of proper clothing.

We would be interested in hearing from other groups who may be doing similar work in other parts of the country.

LOUISIANA

A new branch of the National Association of School Secretaries was organized in Baton Rouge last January. Officers were elected, a committee appointed to draft a constitution, and one meeting a month has been held. Several instructive and entertaining talks were given by outstanding educators, both men and women. The first was by the Assistant Executive Secretary of the Louisiana Library Commission on Books for the Educational Secretary, another by the State Supervisor of Home Economics on Clothing for the Business Woman, and one by the Dean of the College of Commerce at Louisiana State University on Commerce in Business.

Members of the Baton Rouge group are employed in the various divisions of the State educational system, namely, the State Department of Education, Louisiana State University, State School for the Deaf, State School for the Blind, Louisiana Teachers' Association, and Teachers' Retirement System.

There are 24 members to date.

On November 17-19 the State convention of School Secretaries will be held in Baton Rouge at the same time that the State Teachers' Association meets.

SAN ANTONIO, TEXAS

On September 24, the Alamo District School Secretaries Association met in Koehler Park for a very delightful breakfast. After enjoying fruit, bacon, eggs and steaming coffee, a regular meeting was called and election of officers held. The following officers were elected for the coming year: Nita M. Pearce, President; Jessie Burney, Vice-President; Ann Bushick, Recording Secretary; Bertha Jimenez, Corresponding Secretary; Myrtle Jones, Treasurer; Peggy Patterson, Publicity; and Rosa Cardenas, Parliamentarian. Alene Johnson, Margaret Evans, Virginia Gines, Dolly Cates and Cosma Kee Horton will serve on the Executive Committee.

It was voted to hold our meetings

regularly the first Wednesday evening of each month. Plans were made to have articles read and talks made that will be beneficial to the members and help them in their present positions toward promoting higher standards and more efficient service to our schools and to the community wherein we serve.



The children of a Junior School had gathered together in the Auditorium for their first Assembly. After a very spirited and enthusiastic Pep Rally, the principal walked to the stage to greet the pupils in a very dignified manner and began to explain the close relationship of the 3 C's, namely Character, Culture, and Citizenship, with that of the 3 R's.

He asked if someone would please tell him the meaning of the 3 R's and the hand of a very interested listener went up.

"All right," the principal said, "Will you please tell us the meaning of the 3 R's?" and the boy replied in a very animated voice, "RAH, RAH, RAH!"



"SELF-SURVEY"

Apropos of the still new school year, it would be well for one to make a "self-survey" of one-self and adopt a "plan of personal efficiency." In other words, ask yourself the following questions, among others of your own choice, and answer them honestly and candidly:

"What progress have I made during the past year?"

"What are my main objectives for the current year?"

"Am I keeping myself physically fit to render the most efficient service possible?"

"Am I doing what I should for my community and schools?"

"Am I making others happy?"

In School Workbooks . . .



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It is not enough that a teacher have the modern duplicated class tests; they must be *authoritative*, or they completely fail in their purpose. And that is why Ditto, the pioneer in this service to education, is still the leader: each one of the 55 Ditto workbook titles, covering nearly every subject, is prepared by a recognized authority. Best of all, Ditto texts cost no more per page . . . Ditto, Inc., Harrison Street and Oakley Boulevard, Chicago.



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